

***PLEASE NOTE: Since the Glendale City Council does not take formal action at the Workshops, Workshop minutes are not approved by the City Council.**

MINUTES
CITY OF GLENDALE
CITY COUNCIL WORKSHOP
March 22, 2005
1:30 p.m.

PRESENT: Mayor Elaine M. Scruggs, Vice Mayor Thomas R. Eggleston, and Councilmembers Joyce V. Clark, Steven E. Frate, David M. Goulet, H. Phillip Lieberman, and Manuel D. Martinez

ALSO PRESENT: Ed Beasley, City Manager; Pam Kavanaugh, Assistant City Manager; Craig Tindall, City Attorney; and Pamela Hanna, City Clerk

FISCAL YEAR 2005-06 BUDGET: 2nd WORKSHOP

CITY STAFF PRESENTING THIS ITEM: Ms. Sherry Schurhammer, Management and Budget Department Director

This is a request for the City Council to review the recommended FY05-06 supplemental requests for the following departments and work groups:

- Fire
- Police
- Homeland Security/Special Projects Administration
- Purchasing/Warehouse
- Civic Center
- City Attorney
- City Clerk
- City Court
- Council Office
- Mayor's Office
- City Auditor
- City Manager's Office
- Community Action Program
- Finance
- Management and Budget
- Intergovernmental Programs
- Marketing and Communications

The material to be covered was presented to the Council at the meeting. The information is the same as that found in the following tabs of the City Council budget workbook: Fire Department, Police Department, Homeland Security/Special Projects, Appointed Officials Group, and Internal Services Group.

At the March 22nd workshop, a new request, the “Redesign City of Glendale Website” supplemental, will be discussed. This request relates to a redesign of the City’s website and enhancements to the City of Glendale’s e-services capabilities related to customer billing for city services. See pages 147.1 – 147.2 of the Council budget workbook.

- This request will be discussed as part of the presentation about the Information Technology Department’s budget.
- The funding for this supplemental, if Council chooses to fund it, would come from the General Fund (GF) ongoing and one-time surplus identified at the March 15, 2005, budget workshop.

The Council’s review of the FY05-06 budget is consistent with the Council’s goal of ensuring the city’s financial stability.

During FY03-04, the budget process was modified per the Council’s request. Some of the more significant modifications include the following:

- The Council now receives quarterly presentations on GF revenues and expenditures;
- The Council now receives periodic presentations throughout the year on enterprise fund issues, such as sanitation collection and the landfill tipping fees;
- The Council now reviews the proposed capital improvement program (CIP) budget at the same time as the operating budgets for next fiscal year, as evidenced by the inclusion of CIP operating and maintenance supplementals as part of the operating budget process; and
- The Council now reviews all supplemental spending requests as part of the operating budget process.

Future budget workshops are scheduled as follows:

March 29, 2005	8:30 AM – 4:30 PM
April 5, 2005	8:30 – 4:30 PM
April 19, 2005	1:30 PM – 5:00 PM.

The 1st budget workshop with the Council occurred on March 15, 2005. This workshop covered an overview of the FY05-06 GF proposed budget, the recommended City

Manager priority supplemental requests related to total compensation and risk management, as well as the supplemental requests for the Human Resources (HR) Department.

Council was given the preliminary CIP written report on February 15, 2005. This material will be discussed at the workshop on April 5, 2005, along with the Glendale Onboard (GO) Transportation program.

The Council reviewed the FY05-06 GF revenue projection at the February 15, 2005, workshop.

The Council was given the FY05-06 budget workbook on February 28, 2005 for review prior to the scheduled budget workshop discussions. This workbook contains the following information:

- the City Manager's memo on the FY05-06 recommended operating budget (p.1-11);
- the FY05-06 GF budget balancing summary (p. 12); and
- the ongoing and one-time supplemental requests, including those related to new capital projects coming on-line in FY05-06, that are being recommended for funding from the General Fund, the enterprise funds, and all other funds.

The City of Glendale's budget is an important financial, planning and public communication tool. It gives residents and businesses a clear and concrete view of the city's direction for public services and operations and a better understanding of the city's ongoing needs for stable revenue sources to fund public services and ongoing operations.

The budget provides the Council and residents with a means to evaluate the city's financial stability.

All budget workshops are open to the public and are posted publicly per state requirements.

No decisions are required at today's workshop. Decisions on the proposed budget are not needed until the Final Balancing Budget Workshop to be held on April 19, 2005.

Mr. Beasley opened the workshop by telling Council about the departments to be covered at today's workshop. He noted that the Glendale Onboard (GO) transportation program would be discussed at the budget workshop scheduled for April 12, 2005. The purpose of the April 12 workshop is to address Council's request, as stated at the February 22, 2005, evening meeting, for an in-depth discussion of the Glendale Onboard (GO) transportation program, and the program's respective operating and

capital budgets. He also stated that no decisions are needed at today's workshop; decisions on the proposed operating and capital budgets are not needed until the final balancing budget workshop.

Fire

Ms. Schurhammer reported a base budget of \$22,137,394, with carryover requests of \$108,564 and supplemental requests totaling \$1,250,485.

Fire Chief Mark Burdick thanked the Mayor and Council for their support. He stated the first supplemental request, totaling \$247,506 in ongoing and \$72,234 in one time funds, is for phase I of the Rapid Response Team Deployment project, which was discussed with Council at a July 2004 council meeting. He said the funds will be used to hire three employees to fulfill the requirements of the Urban Area Strategic Initiative grant that the city received last year. He stated he is confident that Glendale will be the first fully capable Rapid Response Team in the valley once phase I is completed. This unit will function as the response team for technical rescues.

Councilmember Clark asked how the truck and personnel will be deployed when they are not out on technical rescue incidents. Chief Burdick explained the truck and personnel will serve as an engine company for routine calls. Phase II, which will be implemented in FY06-07, will require the addition of three FTEs so the team can be continuously staffed.

Chief Burdick explained the second supplemental request includes \$712,450 in one time funds for training of paramedics for the new engine company at 63rd Avenue and Bell. He said the supplemental also includes \$72,556 in ongoing funds for the purchase and staffing of a second medic unit vehicle. He stated the medic unit the city established through a partnership with Southwest Ambulance has been met with great success, explaining the second unit will act in a similar capacity. He noted the first medic unit is also used for training paramedics from other cities and other medical professionals as well. He stated some of the larger cities in the valley have inquired as to how they can establish their own units.

Councilmember Goulet asked if the medic school tuition is reimbursable through the city's Tuition Reimbursement Program. Chief Burdick responded no. Councilmember Goulet asked how many personnel take advantage of the training. Chief Burdick stated the training is open to all personnel in the organization, however a test must be passed to qualify.

Councilmember Goulet asked about the increase in service calls. Chief Burdick said the department has seen an average yearly increase of 6% for service calls. He assured Council that the department's geographic coverage is sufficient. Councilmember Goulet asked how the department plans for anticipated spikes in service calls as a result of special events. Assistant Fire Chief Tom Shannon said the standard ratio is one EMS per 1,000 attendees at a special event. He stated the

department's goal is to provide coverage for the events without interrupting daily service. He stated the department likely will use the staffing models that Jacksonville and Houston used when they hosted national events.

Mayor Scruggs asked about the fluctuations in budget numbers for various divisions as shown on page 38 of the Council budget workbook. Chief Burdick explained that the department was restructured to better mirror how the various divisions function; he noted that the bottom line totals did not change significantly.

Councilmember Martinez asked why Emergency Operations Center funding decreased by 19% percent given the increased focus on security. Chief Burdick attributed the decrease in budgeted funds to internal movements as a result of the restructuring and one-time funding projects.

Councilmember Clark asked how the Chief predicts when a new fire station and the associated personnel will need to be brought online. Chief Burdick said past experience shows that 1-2 new stations have been brought on line about every 5 years. He said he and his staff are working on a new model to address build out needs, as well as how annexation issues would need to be addressed.

Councilmember Clark asked how professional development is used in terms of those divisions labeled community interest, special operations and community services. Chief Burdick explained that the community interest division essentially covers the costs of providing honor guards for various public functions. He said the special operations division deals with training related specifically to special operations type situations. The community relations functions are now included in the newly created community services division. This new division also includes the functions of assessment and planning. He noted that he hopes to incorporate more functions within the community services division as the department continues to streamline its processes.

Police

Ms. Schurhammer stated the General Fund covers about 90% of the Police Department's total budget, with the remaining 10% funded through the dedicated city sales tax for public safety, grants, and other resources such as RICO funds. She said the supplemental requests total just over \$2M.

Acting Police Chief Preston Becker thanked the Council for its support over the years. He reviewed staffing levels for the department, stating that the number of sworn officer vacancies has decreased from 44 in July 2004 to eight in March 2005. He noted the department made two additional job offers yesterday, further reducing the number of vacancies to six. He said the Police Department is committed to placing the officers who fill the vacancies into the patrol bureau. He stated that the department will review the impact the officers have on the department's current calls for service and the department's ability to provide service to the citizens once the new officers are on the street, working as full-fledged police officers. He expected this evaluation to occur in January 2006.

Councilmember Lieberman said he would like to see new officers requested as part of the FY05-06 budget. He expressed his opinion the department should be requesting 10 additional officers. He spoke about the limited opportunities police officers currently have to patrol neighborhoods, noting that this is the number one complaint he receives from his constituents. He urged the Council to support his recommendation that the department request at least 10 additional officers in the FY05-06 budget.

Acting Chief Becker stated the department currently has 30 officers in some form of training and another six will be placed back on the streets once PD starts using contract background investigators, as requested in the FY05-06 supplemental (pp. 56-57 of the Council budget workbook). He said the department's intent is to have 36 additional officers on the street by December 2005. Councilmember Lieberman asked if the 36 officers are included in the reduction in vacancies that Acting Chief Becker noted earlier; Acting Chief Becker responded "yes." Acting Chief Becker assured Councilmember Lieberman that the department shares his concern about adequate staffing, stating that he and the rest of the command staff are working to improve their efficiency and effectiveness. He said he believes he will have a clearer picture of where the department should be once all of the officers are on line.

Councilmember Lieberman asked how many officers are expected to retire prior to December 2005. Acting Assistant Director Brent Ackzen stated the department has an annual attrition rate of 17 officers. Councilmember Lieberman said that almost half of the 36 officers hired will replace vacancies that occur as a result of attrition. Acting Chief Becker stated the department is currently hiring about 10 officers per month and he believes the department can fill the vacancies expected to occur.

Councilmember Lieberman asked about the \$50,000 carryover request. Mr. Ackzen said the carryover funds would cover the cost of equipment for some of the new officers hired.

Mayor Scruggs asked if staff is required to return to Council to fill an FTE position once the position has been approved in the budget. Mr. Ackzen responded no.

Councilmember Martinez asked if the department conducts ongoing recruitment. Acting Assistant Director Ackzen answered yes, noting that the department has enhanced its recruitment program in an attempt to attract recruits from throughout the state. Councilmember Martinez said the entire Council is concerned about public safety.

Councilmember Clark asked how many of the 506.5 personnel are sworn officers. Acting Chief Becker said the department currently has 369 sworn positions, with the balance being non-sworn positions. Councilmember Clark asked about the number of patrol officers for the city. Acting Chief Becker said the department currently has 298 officers assigned to the patrol bureaus. Councilmember Clark explained those 298 officers cover three shifts. Acting Chief Becker stated that the Patrol Bureau consists

of patrol officers, motor officers, bicycle officers, and neighborhood response officers. He said the Police Department believes a proactive approach reduces the number of calls per service for the city. Councilmember Clark said that the number of officers per beat per shift equates to about three officers and one or two sergeants.

Acting Chief Becker stressed the need to be efficient in the way resources are placed on the street, stating the department continuously looks at the calls for service and the various needs of the community. He expressed his opinion that the department has done a good job when making staffing decisions over the years. Councilmember Clark said her intention is not to denigrate the department's efforts over the years, explaining that she believes there are not a lot of officers on any given beat per shift.

She stated the demands on General Fund revenue monies are tremendous, but Police and Fire will always be the city's top priorities. She said she continues to be concerned, despite the Police Department's efforts to upgrade the level of service provided to citizens, stating she does not want to be in the same position the city was in a couple years ago. She expressed her opinion there needs to be a commitment to a certain number of officers each year if for no other reason than to account for population growth.

Mr. Beasley said that everyone agrees it would be great to have more officers on the street, but the reality is that the department can only absorb so many new recruits at any one time because of recruitment, training, and outfitting requirements.

Councilmember Lieberman disagreed. He said he agrees that the impact of the new officers will have to be evaluated once they are online. However, he believes more officers need to be put into the pipeline between now and that time to ensure the city does not have a gap early next year. He stated he not only wants to be able to cover vacancies that occur naturally due to attrition, but he would like to increase the city's standing in terms of the number of officers per capita.

Councilmember Frate referenced the \$557,375 one-time request for contract background investigators. He asked if the amount correlates to a specific number of recruits. Mr. Ackzen stated the department looks at the attrition rate to determine the number of vacancies expected to occur. He explained 18 candidates are run through the complete background process for every person hired. Councilmember Frate commented that, despite the Council's good intentions to hire numerous officers, the reality is that it cannot be done. Mr. Ackzen agreed, stating that even if the department were directed to hire 100 new officers, it takes 13 to 14 months to hire the officers in addition to the time it takes to train the officers. He said the Police Department has partnered with the Human Resources Department to target proper recruitment audiences.

Councilmember Clark said she would continue to support Councilmember Lieberman's recommendation for 10 additional officers. She said this approach would help keep alive the commitment to staff the Police Department at adequate levels.

Councilmember Martinez said he would rely on the city's experts to determine the number of officers needed.

Councilmember Lieberman pointed out that one city in the state is offering \$2,000 per police officer for recruitment. He asked if the additional officers would be able to be brought on line immediately if it is determined in December that additional officers are needed. Acting Chief Becker said the recruiting, hiring, and training processes take about 13-14 months, as noted by Mr. Ackzen.

Councilmember Goulet asked if the city's experience with recruiting and hiring new officers is typical of that found in other cities. Mr. Ackzen responded yes. Councilmember Frate stated he also would rely on the department's expertise in determining the need for additional officers.

Mayor Scruggs said she is thrilled the city is building its own public safety training facility.

Vice Mayor Eggleston asked about the supplemental request for \$211,450 for the purchase of chemical protection and detection equipment. Specifically, he asked how this purchase for the Police Department fits in with the Fire Department's hazardous materials unit. Acting Chief Becker explained that the issue here is not the response to hazardous materials incidents. Rather, the request is related to preventive needs as the equipment will assist the Police Department to identify problems before they occur. He said the Fire Department responds if an incident, in fact, occurs.

In response to Councilmember Lieberman's question, Acting Chief Becker said the \$14,250 supplemental request will go toward purchasing 95 Glock handguns, explaining the department will trade out 95 existing guns.

Councilmember Frate asked about the supplemental request for \$7,500 ongoing and \$75,000 one-time funds for radio shop test equipment. Mr. Ackzen explained the department has already moved forward with hiring the staff, explaining the \$75,000 would fund the purchase of meters and test equipment and the \$7,500 would fund the ongoing maintenance of the equipment purchased.

Homeland Security/Special Projects Administration

Deputy City Manager Art Lynch explained the Homeland Security/Special Projects area includes special projects administration; emergency services coordination; emergency operations center; purchasing, materials management and warehouse; and the civic center.

Mr. Lynch reported a base budget for the administrative component of \$149,478, with no carryover and one \$150,000 one-time supplemental request for emergency services coordination, disaster preparedness, financial analysis of new projects, coordination of communication between all involved parties, and costs related to other essential functions.

Councilmember Lieberman spoke about an article he read recently wherein the federal government was quoted as saying it was going to reduce funding for homeland security. He asked if the city anticipates receiving less funding this year than it received last year. Mr. Lynch said the city is continuing to work with the county and state on grant opportunities despite the discussion at the federal level. He said that to date the city has not seen a decrease in funding for homeland security activities. He said the new emergency management/homeland security administrator position will closely monitor discussions and activities at the federal level.

Councilmember Martinez asked why the category called internal premiums fluctuates between fiscal years. Ms. Schurhammer explained this category reflects insurance premiums, worker's compensation premiums, vehicle replacement premiums and technology replacement premiums. She said the spending in this category would fluctuate from year to year because of changes in replacement fund contributions from year to year as well as fluctuations in claims activities over the course of several years.

Councilmember Clark said the special projects administration budget showed four FTEs in FY03-04 but only one FTE for FY04-05 and FY05-06. Mr. Lynch explained that the division used to cover the expenses for one deputy city manager position, one management assistant, and two administrative support positions. Three of the four positions have been moved to the budgets of other deputy city managers to better reflect the area for which the staff really works.

Councilmember Clark asked if the homeland security functions would be under one person or if Fire and Police will each have their own homeland security components. She specifically asked about overall coordination of homeland security functions across the city. Mr. Lynch said communication and preparedness aspects would be brought together under the emergency management/homeland security administrator position, which reports to him. However, the Police and Fire Departments will continue to have homeland security functions for responding to incidents when an event occurs. Councilmember Clark asked if one person is ultimately in charge. Mr. Lynch said the emergency management/homeland security administrator position would be in charge of emergency planning, contacting all of the agencies and ensuring each is functioning according to their defined roles should a major event occur in the city. He confirmed the city is currently recruiting for the emergency management/homeland security administrator position.

In response to Vice Mayor Eggleston's question, Mr. Lynch clarified that the warehouse, materials management, and civic center divisions will continue to report to him on their respective day-to-day operations, in addition to the emergency management/homeland security administrator.

Purchasing/Warehouse

Ms. Schurhammer reported a base budget of \$761,879, with no carryover or supplemental requests. City Council members had no questions.

Civic Center

Ms. Schurhammer reported a base budget of \$700,554, with no carryover or supplemental requests.

Councilmember Clark asked if \$100,000 has been set aside for maintenance and if that money should be reflected in carryover. Ms. Schurhammer said the maintenance reserve request is in the capital improvement program's pay-as-you-go component and will be discussed during the Council's April 5 budget workshop.

Mayor Scruggs asked about the internal service charges category. Ms. Schurhammer explained that this category covers landfill and sanitation charges, postage charges, vehicle repair and fuel charges, phone charges and duplication charges.

City Attorney

Ms. Schurhammer reported a base budget of \$1,890,905, with no carryover and supplemental requests totaling \$91,000. City Council members had no questions.

City Clerk

Ms. Schurhammer reported a base budget of \$590,393, with \$16,389 in carryover requests and \$60,000 in supplemental requests. City Council members had no questions.

City Court

Ms. Schurhammer reported a base budget of \$3,792,332, with \$3,483,374 coming from the General Fund and \$308,958 coming from the Court Fund. She stated there are \$20,541 in carryover requests and \$68,500 in supplemental requests.

Councilmember Clark referenced page 101 of the Council budget workbook, noting the budget for internal service charges increased 368%. Ms. Schurhammer explained the department moved money between line items from contractual services to internal service charges, stating it appears to have been primarily for duplicating services. She noted that the bottom line for FY04-05 and FY05-06 are relatively unchanged.

Council Office

Ms. Schurhammer reported a base budget of \$856,069, with \$45,000 in carryover requests and \$8,000 in supplemental requests.

Councilmember Lieberman referred to page 108 of the Council budget workbook, asking about the 13 staff members authorized for the budget. Ms. Schurhammer stated staffing is unchanged since FY03-04. Councilmember Lieberman said he only counts seven staff members. Ms. Schurhammer explained the number includes the Council members.

Mayor's Office

Ms. Schurhammer reported a base budget of \$291,191, with an \$8,000 carryover request and no supplemental requests. City Council members had no questions.

City Auditor

Ms. Schurhammer reported a base budget of \$341,497; with no carryover requests and a small supplemental request totaling \$2,660. City Council members had no questions.

City Manager's Office

Ms. Schurhammer reported a base budget of \$1,053,417, with no carryover requests and \$27,350 in supplemental requests.

Councilmember Clark referenced page 128 of the Council budget workbook, asking why the supplemental request for additional outside agency funds is for \$17,350, when the second paragraph of the request clearly states that a total amount of \$80,000 annually would provide additional flexibility in meeting the demand for city participation. Ms. Cathy Gorham, Director of Council/Manager Relations, explained the funding was originally handled by the Management and Budget Department through the non-departmental account, with a certain amount of money set aside to meet Council goals and objectives relative to community groups and organizations as well as internal organizational values. She said the auditor performed an audit of the non-departmental account and recommended that the funding be moved to the respective department that has responsibility for the spending of the funds. As a result, the funding for outside agency expenses was moved into the City Manager Office's budget as of FY04-05. She explained that the amount for this purpose was reduced two years ago when the city went through its 10% budget reduction. She said the account used to total \$75,000, but last year it totaled \$62,500. She explained staff felt an increase was appropriate given the increased number of requests from west valley organizations, pointing out the \$17,350 increase brings the total for this purpose to \$80,000.

Mayor Scruggs pointed out small discrepancies among the numbers. She asked why

staff is requesting a one-time increase if it believes the account should be at \$80,000. Ms. Gorham said staff will track use of the account on an annual basis. She said that Council goals might change so the funding allows Council to evaluate annually the funding for outside agency purposes.

Community Action Program

Ms. Schurhammer reported a base budget of \$415,897, with no carryover requests and \$20,867 in supplemental requests.

Councilmember Clark asked about the source of the Community Action Program's funding. Ms. Norma Alvarez, Community Action Program Administrator, said \$286,000 comes from Maricopa County. Councilmember Clark referred to the supplemental request for a half-time office assistant as shown on page 132 of the Council budget workbook, noting that the caseload statistics show an increase from 2,741 client requests for service in 2002 to 3,119 requests in 2004. Councilmember Clark asked Ms. Alvarez if the CAP program is adequately funded to meet the demand for client services. Ms. Alvarez said yes.

Finance

Ms. Schurhammer reported a base budget of \$5,132,760, split almost evenly between the General Fund and Water and Sewer Fund. She explained the Water and Sewer Fund picks up the expenses related to billing services. She said there are no carryover requests and supplemental requests total \$269,549. She pointed out one of the priority supplementals relates to an increase of \$173,301 in the lease debt service covered by the GF operating budget.

Councilmember Clark referenced page 135 of the Council budget workbook, asking why almost \$1M is budgeted for accounting services. Mr. Ray Shuey, Acting Finance Department Director, explained that the accounting services division is within the Finance Department. He said this division covers the expenses for the city's accountants, accounts payable staff and payroll staff.

Information Technology

Ms. Schurhammer reported a base budget of \$5,418,036, no carryover requests, and \$572,148 in supplemental requests. She pointed out the website supplemental is a late addition to the Council workbooks. She said the cost of the supplemental was not included as part of the balancing numbers shown on page 12 of the Council budget workbook, which was discussed at the March 15, 2005, budget workshop. Consequently, she said funding for the supplemental would come out of the GF ongoing surplus of \$945,000 and the GF one-time surplus of \$1.9M that is available for Council to allocate for the FY05-06 operating budget.

Ms. Julie Frisoni, Marketing & Communications Department Director, said the City has heard from businesses, elected officials, and residents about the city's website. As a result of these comments, staff is proposing a complete redesign of the look, feel and navigation of the website. She noted that the website is a resident's first exposure to and image of the city, with 1,000 visits to the website each day. She said the most frequently visited sections of the city's website deal with the Super Bowl and NHL All Star Games, followed by employment listings, the library, and tourism and special events.

Ms. Frisoni explained that the goal of the redesign is to improve the site to make it easier for residents and businesses to do business with the city and to learn about the positive work the city is doing. She said the redesigned website should meet the needs of the community by providing an online store; a citywide calendar; video streaming capabilities for Council meetings and workshops; programming schedules for Glendale 11; a GPS mapping system of schools, parks, businesses and Glendale's destination points; photo galleries; and e-newsletters. She said the redesign accounts for approximately \$115,000 of the total supplemental request.

Councilmember Goulet asked about the items available for sale online and whether the revenue to be generated would offset the cost of adding the feature to the website. Ms. Frisoni said items to be sold would be those items that are currently sold in the Tourism Office. She explained the purpose of the online store is to use another opportunity to make city items available to residents. She stated staff has not calculated the return on those items at this point, but she believes the offering will enhance the website.

Councilmember Goulet noted that Councilmembers send emails to their constituents. He expressed concern that some of the proposed enhancements will result in a duplication of effort. Mr. Chuck Murphy, Chief Information Technology Officer, noted that one of the e-services to be offered includes a constituent communication piece that will provide for mass communication through several media. He said an additional benefit would be an increased ability for the city and City Council to communicate with residents of the city. He said the software would allow constituents to sign up or terminate their receipt of communications from the city, as well as allow residents to select the medium through which they will receive the information. Councilmember Goulet said constituents already control whether or not they receive information by providing their email address. He expressed concern that the city is offering more than the residents will ever utilize.

Mayor Scruggs asked if the entire website must be completely redesigned before bringing it online, or could the existing components be fixed first and brought online immediately while the new features are being added. She also asked if qualified people will be in charge of the website. Mr. Murphy said the problems with the present website can be addressed, although consulting services may be required to make the necessary improvements. He said the improvements could be approached in steps. He said in-house staff is capable of modifying the website, but the aesthetics of the site may require specialized talent that is not available in-house.

Mayor Scruggs agreed that the city should hire a professional website designer. She recommended that the consultant first concentrate on improving what already exists before adding new features.

Ms. Frisoni said the consultant will meet with all elected officials, key department heads, and focus groups consisting of residents and businesses to solicit feedback about the kinds of improvements needed for the existing website. She said the site could be completely redesigned and online by the time Council returns from its break in September. Mayor Scruggs clarified her comments are not intended to discount the value of the new services being proposed, explaining she simply feels the new services should not delay the redesign of the existing website.

Councilmember Clark said Council's main concerns are related to form, look, and functionality of the website. She asked that staff ensure these concerns are addressed. She said she fully supports upgrading the city's website, stating the number of hits to the site will increase as the NHL All Star, Super Bowl and Fiesta Bowl events approach.

Mayor Scruggs agreed functionality and form are equally important.

Councilmember Lieberman asked about who will redesign the website. Ms. Frisoni said staff anticipates hiring a company to redesign the site, but the consultant will work closely with the Marketing & Communications Department and will meet with elected officials and other key staff members to determine the improvements needed and desired for the site. Councilmember Lieberman asked about the cost associated with the improvements. Ms. Frisoni explained that the redesign of the existing website totals \$115,000, with the remaining amount requested related to the e-services portion of the website. Mr. Murphy said staff solicited Request For Proposals for the e-services component and the supplemental request is based on that RFP process.

Mayor Scruggs summarized Council's comments, stating the redesign is of utmost importance and should not be delayed in order to bring new services online.

Councilmember Clark expressed her opinion that the e-services features are a component of the site's functionality. She asked if the e-services features would be online by September. Mr. Murphy said there are several parts to the e-services features, some of which would be online by September. He said the new services can be worked on concurrently with the redesign, and that they will not delay bringing the newly designed website online by September.

Mr. Murphy said the proposed e-services are intended to provide 24 hour, seven day a week service to constituents. He said the online services include the ability to make payments for water, sewer, and sanitation services, sales tax payments, to obtain and pay for simple permits, and to pay park and recreation fees and inspection fees. He said the citizen communication and notification services discussed earlier include a polling and tallying aspect. He said a Master ID component would assign a unique

customer number to constituents and follow the constituent's transactions across the various services. He said an automated citizen information service would compile commonly asked questions in a central location.

Councilmember Lieberman asked if each Councilmember would have an interactive page on the website. Mr. Murphy said each Council district could have its own site. He said the functionality of the site would be determined during the interviews between the consultant and the Councilmembers and key staff.

Councilmember Goulet asked how the Master ID number would assist the city in collecting delinquent fees. Mr. Murphy explained a county in California utilized the number to identify a resident's delinquencies with the city, allowing the city to encourage the resident to pay those delinquencies before purchasing other items or services on the website. Councilmember Goulet questioned whether the purchase of a permit or other service could be withheld until delinquent accounts are paid.

Councilmember Frate asked about who would maintain the various aspects of the website. Mr. Murphy explained the current arrangement by which staff in each department creates the content for their area and then the content is approved before it is put online. He said staff is still considering allowing the departments to create the content, but subjecting that content to a more stringent review. Councilmember Frate commented it is difficult to keep information timely and up-to-date. Ms. Frisoni said the proposal does not include any additional staff, explaining the departments would continue to submit content to the Marketing & Communications Department which would then review the content and place it on the website. She said the city's policies, in terms of the information allowable for placement on the website, and where the information should be located, need to be enhanced.

Councilmember Clark expressed concern that the Marketing & Communications Department will edit content submitted by the departments. She said there appears to be a bottleneck between submitting the content and getting the content placed on the website. She asked about who physically places the content onto the website and how staff proposed to address the timeliness issue.

Mayor Scruggs pointed out that the content should be consistent across each of the districts. Ms. Frisoni stated consistency is the reason all content is reviewed by the Marketing & Communications Department. She explained that the goal is a 24-hour turnaround once the material is submitted to her department for review.

Councilmember Clark asked about who physically places the content on the website. Mr. Murphy said the content is automatically placed on the website once it receives final approval.

Mayor Scruggs expressed her opinion that the process is not as easy as Mr. Murphy suggests, stating she finds it to be very laborious and complicated. She said that the proposed modifications would provide several new services, but they would fail to

provide any relief in the delays that plague the current submittal process. Mr. Murphy noted one of the problems with the current website centered on the software being used to create content to be posted to the website; he said the software is very difficult to use. He said the software package has been replaced with a package that is much easier to use.

Vice Mayor Eggleston pointed out he often encounters pages that have no content, suggesting staff assign someone to manage the website to ensure up-to-date information is included on all pages. Mr. Murphy explained the existing setup, which was developed when the website was originally created, required departments to have trained personnel to generate content. He suggested instances where content does not exist could be the result of the department not having a person trained in creating and submitting content.

Mr. Beasley said it is apparent the current system is not working at a satisfactory level for both the Council and the public. He recommended staff and Council discuss implementation and oversight issues with the consultant.

Mayor Scruggs said her understanding was that the Marketing & Communications Department, not 50 unrelated people from the various departments, would be responsible for the content on the website and would be responsible for ensuring prompt posting of material to the website.

Councilmember Clark said that was her understanding as well. She said someone has to take ultimate responsibility for the website and the content on the website. She stated that the current situation is one where no one has direction or knows what to do and everyone is assuming someone else is taking care of the content.

Mayor Scruggs summarized Council's comments, stating that Council wants the website redesigned. She said Council supports the implementation of the proposed e-services. She said Council wants more active involvement in the management and oversight of the website and its content. Ms. Frisoni acknowledged the current system is not working, stating that staff would work to identify solutions to address Council's concerns. Mayor Scruggs asked if staff would return with a revised supplemental request, and Ms. Schurhammer said yes.

Intergovernmental Programs

Ms. Schurhammer reported a base budget of \$380,417, carryover requests of \$214,926 and supplemental requests totaling \$131,029.

Councilmember Martinez asked about the functions of the four staff members. Ms. Miryam Gutier, Intergovernmental Programs Director, explained that it is more effective and efficient to split the Deputy Director responsibilities among staff given the diverse nature of legislative issues.

Management and Budget

Ms. Schurhammer reported a base budget of \$801,886, carryover requests of \$60,000 and supplemental requests totaling \$28,906. City Council members had no questions.

Marketing and Communications

Ms. Schurhammer reported a base budget of \$3,266,359, with no carryover requests and supplemental requests totaling \$150,000.

Mayor Scruggs asked if the Marketing & Communications Department would develop a long term plan for cable television operations, stating that the \$150,000 supplemental request would barely begin to address the myriad problems with the cable station's equipment. Ms. Frisoni explained the \$150,000 is intended to address an immediate need to resolve equipment issues in the cable television division, including equipment issues related to room B-3, council chambers, and the fourth floor conference room. She noted staff has had discussions about putting the equipment on a regular maintenance schedule. Mayor Scruggs asked if it would be FY06-07 before any dramatic improvements are made. Ms. Frisoni said staff has been looking for a new location for the past year, but at this time she does not know where the operations will end up or the cost of the move. She said the move probably could not occur in FY06-07 unless a partnership opportunity currently being pursued comes to fruition within the next two months.

Councilmember Clark suggested Council discuss this issue further during the wrap-up.

Councilmember Lieberman asked if the cable truck is used. Ms. Frisoni said the truck is used as much as possible, and rented out as much as possible since it is the only source of revenue for the cable division. She explained the city has an agreement with AZTV, which rents the vehicle about 20 times per year. She said staff is negotiating with Fox TV as well. She stated the truck is in serious need of repair and cannot travel much beyond the city's limits. Councilmember Lieberman asked if the city has a crew that uses the truck. Ms. Frisoni responded yes.

Mayor Scruggs asked if the rental fee goes to maintaining the truck. Ms. Frisoni answered yes, noting the fee only equates to \$18,000 to \$20,000 per year.

ADJOURNMENT

The meeting was adjourned at 4:25 p.m.